

LIST OF REFERENCES CITED BY APPLICANT  
(Use several sheets if necessary)

ATTY. DOCKET NO.  
10031-0003-999  
APPLICANT  
Feldelson et al.  
FILING DATE  
September 21, 1999

APPLICATION NO.  
000000000000  
U.S. PTO  
1002 U.S. PTO  
10/043621  
10/111762

U.S. PATENT DOCUMENTS							
*EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
PPR	AA	5,991,736	11/23/99	Ferguson et al.	705	14	
	AB	5,970,480	10/19/99	Kalina	705	37	
	AC	5,924,072	07/13/99	Havens	705	1	
	AD	5,923,018	07/13/99	Kameda et al.	235	385	
	AE	5,923,016	07/13/99	Fredregill et al.	235	380	
	AF	5,915,244	06/22/99	Jack et al.	705	14	
	AG	5,915,007	06/22/99	Klapka	379	144	
	AH	5,897,620	04/27/99	Walker et al.	705	5	
	AI	5,892,827	04/06/99	Beach et al.	380	24	
	AJ	Re. 36, 116	02/23/99	McCarthy	705	16	
	AK	5,855,008	12/29/98	Goldhaber et al.	705	14	
	AL	5,832,457	11/03/98	O'Brien et al.	705	14	
	AM	5,819,228	10/06/98	Spiro	705	2	
	AN	5,806,045	09/08/98	Biorge et al	705	14	
	AO	5,794,210	08/11/98	Goldhaber et al.	705	14	
	AP	5,794,207	08/11/98	Walker et al.	705	23	
	AQ	5,787,404	07/28/98	Fernandez-Holmann	705	35	
	AR	5,774,870	06/30/98	Storey	705	14	
	AS	5,765,141	03/09/93	Spector	705	14	
	AT	5,761,648	06/02/98	Golden et al.	705	14	
	AU	5,749,785	05/12/98	Rossides	463	25	
	AV	5,734,838	03/31/98	Robinson et al.	395	214	
	AW	5,734,722	03/31/98	Halpern	380	49	
	AX	5,734,476	03/31/98	Dlugos	356	380	
	AY	5,733,131	03/31/98	Park	434	307	
	AZ	5,729,693	03/17/98	Holda-Fleck	395	214	
	BA	5,716,273	02/10/98	Yuen	463	29	
	BB	5,715,403	02/03/98	Stefik	395	244	
	BC	5,715,398	02/03/98	Lubenow et al.	395	207	
	BD	5,713,795	02/03/98	Kohorn	463	17	
PPR	BE	5,712,990	01/27/98	Henderson	395	228	



PPR	BF	5,704,366	06/98	Tacklind et al.	128	716	
	BG	5,697,844	12/16/97	Von Kohorn	463	40	
	BH	5,689,100	11/18/97	Carrithers et al.	235	380	
	BI	5,687,322	11/11/97	Deaton et al.	395	214	
	BJ	5,687,286	11/11/97	Bar-Yam	395	2.41	
	BK	5,671,334	09/23/97	Lynne	395	21	
	BL	5,652,421	07/29/97	Veeneman et al.	235	381	
	BM	5,649,114	07/15/97	Deaton et al.	395	214	
	BN	5,612,868	03/18/97	Off et al.	364	214	
	BO	5,537,314	07/16/96	Kanter	364	406	
	BP	5,513,102	04/30/96	Auriemma	364	408	
	BQ	5,483,444	01/09/96	Heintzman et al.	364	401	
	BR	5,467,269	11/14/95	Flaten	364	401	
	BS	5,297,026	02/22/94	Hoffman	364	408	
	BT	5,287,268	02/15/94	McCarthy	364	405	
	BU	5,233,514	08/03/93	Ayyoubi et al.	364	408	
	BV	5,200,889	04/06/93	Mori	364	401	
	BW	5,193,056	03/09/93	Boes	364	408	
	BX	5,173,851	12/22/92	Off et al.	364	401	
	CA	5,117,355	05/26/92	McCarthy	364	405	
	CB	5,113,482	05/12/92	Lynne	395	23	
	CC	5,056,019	10/08/91	Schultz et al.	364	405	
	CD	5,023,372	06/18/91	Burton	364	406	
	CE	4,992,940	02/12/91	Dworkin	364	401	
	CF	4,910,672	03/20/90	Off et al.	364	405	
	CG	4,750,119	06/07/88	Cohen et al.	364	401	
PPR	CH	4,723,212	02/02/88	Mindrum et al.	364	401	

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		DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATE
	CJ	93/12489	06/24/93	WO			YES
PPR	CK	0 308 224	03/22/89	EP			
	CL	1 565 286	04/16/80	Great Britain			

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PPR	CM	M. Maruyama et al., "SAVEDAILY.COM Redefines personal Savings With Unprecedented Online Investment Model - Sneak Preview at Internet World in New York Official Launch, October 18, 1998 October 1, 1999
PPR	CN	G. Colter, "Smart Money Hesitates Before Fidelity Offer - New Credit Card Helps Users Purchase Funds; Buyer Beware, Some Say," B4G, The Wall Street Journal, May 27, 1994
PPR	CO	M. Mannix, "The Rebate Revolution", U.S. News & World Report, May 31, 1993.

	CP	www.netcentives.com
	CD	www.smartfrog.com
PPR	CR	www.mypoints.com
PPR	CS	www.247media.com
	CT	www.alladvantage.com
	GU	www.beenz.com
PPR	CV	www.coolsavings.com
	CW	www.cybergold.com
PPR	CX	www.ebates.com
PPR	CY	www.ecentives.com
PPR	CZ	www.freeride.com
	DA	www.klickback.com
	DB	www.hotcoupons.com
PPR	DC	www.realtimemedia.com
PPR	DO	www.webstakes.com
	DE	www.catalinemarketing.com
EXAMINER	/Palani P Rathinasamy/	
DATE CONSIDERED	09/18/2006	

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

**Supplemental**  
**LIST OF REFERENCES CITED BY APPLICANT**  
*(Use several sheets if necessary)*

ATTY DOCKET NO 100031-003-999	APPLICATION NO [REDACTED]
APPLICANT	
Feidelson et al.	
FILING DATE September 21, 1999	GROUP 2162

**U.S. PATENT DOCUMENTS**

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPLICABLE
PPR	DF	6,064,985	05/16/00	Anderson	705	36	
	DG	5,956,695	09/21/99	Carothers et al.	705	14	
	DH	5,848,396	12/08/98	Gerace	705	10	
	DI	5,724,424	03/03/98	Gifford	380	24	
	DJ	5,715,314	02/03/98	Payne et al.	380	24	
	DK	5,708,780	01/13/98	Levergood et al.	395	200,12	
	DL	5,638,457	06/10/97	Deaton et al.	382	100	
	DM	5,588,649	12/31/96	Blumberg et al.	436	18	
	DN	5,502,636	03/26/96	Clarke	364	401	
	DO	5,353,218	10/04/94	DeLapa et al.	364	401	
	DP	5,202,826	04/13/93	McCarthy	364	405	
PPR	DO	09/280.212		Palcic et al.			03.23.99

**FOREIGN PATENT DOCUMENTS**

		DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRADE SECRET
							YES
PPR	DR	WO 94/04979	03/03/94	PCT			
	DS	WO 98/38562	09/03/98	PCT			
	DT	WO 99/49405	09/30/99	PCT			
	DU						

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UV They're Your eyeballs - Own them! ; <http://www.ownthemall.com/>; May 24, 1999

DW

DX

EXAMINER /Palani P Rathinasamy/ DATE CONSIDERED 09/18/2006

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<p style="text-align: center;"><b>O 1 LIST OF REFERENCES CITED BY APPLICANT</b>  <small>(Use several sheets if necessary)</small>  <b>APR 19 2002</b></p>				ATTY. DOCKET NO.	APPLICATION NO.		
				10031-007	10/043,621		
				APPLICANT			
				Luban et al.			
				FILING DATE	GROUP		
				January 11, 2002	TBA		
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EXAMINER INITIAL	DOCUMENT NUMBER	DATE	NAME		CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
PPR AA	6,070,153	May. 2000	Simpson		705	36	
	AB 6,064,985	05/16/00	Anderson		705	36	
	AC 6,012,045	Jan. 2000	Barzilai et al.		705	37	
	AD 5,991,736	11/23/99	Ferguson et al.		705	14	
	AE 5,970,480	10/19/99	Kalina		705	37	
	AF 5,956,695	09/21/99	Carrithers et al.		705	14	
	AG 5,924,072	07/13/99	Havens		705	1	
	AH 5,923,018	07/13/99	Kameda et al.		235	385	
	AI 5,923,016	07/13/99	Fredregill et al.		235	380	
	AJ 5,915,244	06/22/99	Jack et al.		705	14	
	AK 5,915,007	06/22/99	Klapka		379	144	
	AL 5,897,622	04/27/99	Blinn et al.		705	26	
	AM 5,897,620	04/27/99	Walker et al.		705	5	
	AN 5,892,827	04/06/99	Beach et al.		380	24	
	AO Re. 36,116	02/23/99	McCarthy		705	16	
	AP 5,855,008	12/29/98	Goldhaber et al.		705	14	
	AQ 5,848,396	12/08/98	Gerace		705	10	
	AR 5,832,457	11/03/98	O'Brien et al.		705	14	
	AS 5,819,228	10/06/98	Spiro		705	2	
	AT 5,806,045	09/08/98	Biorge et al		705	14	
	AU 5,794,210	08/11/98	Goldhaber et al.		705	14	
	AV 5,794,207	08/11/98	Walker et al.		705	23	
	AW 5,787,404	07/28/98	Fernandez-Holmann		705	35	
	AX 5,774,870	06/30/98	Storey		705	14	
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	BB 5,734,838	03/31/98	Robinson et al.		395	214	
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PPR BD	5,734,476	03/31/98	Dlugos		356	380	

PPR	BE	5,733,131	03/31/98	Park	434	307	
	BF	5,729,693	03/17/98	Holda-Fleck	395	214	
	BG	5,724,424	03/03/98	Gifford	380	24	
O I P E	BH	5,716,273	02/10/98	Yuen	463	29	
APR 19 2002	BI	5,715,403	02/03/98	Stefik	395	244	
U.S. PATENT & TRADEMARK OFFICE	BJ	5,715,398	02/03/98	Lubenow et al.	395	207	
	BK	5,715,314	02/03/98	Payne et al.	380	24	
	BL	5,713,795	02/03/98	Kohorn	463	17	
	BM	5,712,990	01/27/98	Henderson	395	228	
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	BS	5,687,286	11/11/97	Bar-Yam	395	2.41	
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	BU	5,652,421	07/29/97	Veeneman et al.	235	381	
	BV	5,649,114	07/15/97	Deaton et al.	395	214	
	BW	5,638,457	06/10/97	Deaton et al.	382	100	
	BX	5,612,868	03/18/97	Off et al.	364	214	
	BY	5,588,649	12/31/96	Blumberg et al.	436	18	
	BZ	5,537,314	07/16/96	Kanter	364	406	
	CA	5,513,102	04/30/96	Auriemma	364	408	
	CB	5,502,636	03/26/96	Clarke	364	401	
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	CD	5,467,269	11/14/95	Flaten	364	401	
	CE	5,353,218	10/04/94	DeLapa et al.	364	401	
	CF	5,297,026	02/22/94	Hoffman	364	408	
	CG	5,287,268	02/15/94	Mccarthy	364	405	
	CH	5,233,514	08/03/93	Ayyoubi et al.	364	408	
	CI	5,202,826	04/13/93	McCarthy	364	405	
	CJ	5,200,889	04/06/93	Mori	364	401	
	CK	5,193,056	03/09/93	Boes	364	408	
	CL	5,173,851	12/22/92	Off et al.	364	401	
	CM	5,117,355	05/26/92	McCarthy	364	405	
▼	CN	5,113,482	05/12/92	Lynne	395	23	
PPR	CO	5,056,019	10/08/91	Schultz et al.	364	405	

PPR	CP	5,023,372	06/18/91	Burton	364	406	
PPR	CQ	4,992,940	02/12/91	Dworkin	364	401	
PPR	CR	4,910,672	03/20/90	Off et al.	364	405	
1 APR 1999	CS	4,750,119	06/07/88	Cohen et al.	364	401	
PPR	CT	4,723,212	02/02/88	Mindrum et al.	364	401	
19 APR 1999	CU	09/280,212		Palcic et al.			03/29/99

## FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
							YES	NO
	CV	1 565 286	04/16/80	Great Britain				
PPR	CW	0 308 224	03/22/89	EP				
	CX	WO 93/12469	06/24/93	PCT				
PPR	CY	WO 94/04979	03/03/94	PCT				
	CZ	WO 98/38562	09/03/98	PCT				
	DA	WO 99/49405	09/30/99	PCT				

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PPR	DB	M. Mannix, "The Rebate Revolution", U.S. News & World Report, May 31, 1993.
PPR	DC	G. Colter, "Smart Money Hesitates Before Fidelity Offer - New Credit Card Helps Users Purchase Firm's Funds; Buyer Beware, Some Say," B4G, The Wall Street Journal, May 27, 1994
PPR	DD	Anonymous, Three Marketeers: Discover Acer, October 26, 1998, Business/Technology Editors.
PPR	DE	O'Reilly, Mark, Extending employee stock plans outside the United States, <date>, Benefits Quarterly, p. 43-48.
	DF	"They're Your eyeballs - Own them!", <a href="http://myownempire.com/">http://myownempire.com/</a> , May 24, 1999.
PPR	DG	M. Maruyama et al., "SAVEDAILY.COM Redefines personal Savings With Unprecedented Online Investment Model - Sneak Preview at Internet World in New York Official Launch, October 18, 1999", October 1, 1999
	DH	Veverka, Mark, "Despite Yellow Flags, New Internet Portal Plans to Give Away Stock", San Francisco Chronicle, Wednesday, April 1999, page D-1.
	DI	"GM Card", Five pages, including "Frequently Asked Questions", copied on 20 December 2000 from <a href="https://www.gmcard.com/generic/a_indexabout.html">https://www.gmcard.com/generic/a_indexabout.html</a>
	DJ	"hcsapplication": "Answers to your questions about The New GM card" copied on 20 December 2000 from <a href="https://www.hcsapplication.com/ecah3297.html">https://www.hcsapplication.com/ecah3297.html</a>
	DK	"Detroit News": Article dated 9 January 1996 copied on 20 December 2000 from <a href="http://www.detnews.com/menu/31368.htm">http://www.detnews.com/menu/31368.htm</a>
	DL	<a href="http://www.netcentives.com">www.netcentives.com</a>
	DM	<a href="http://www.smartfrog.com">www.smartfrog.com</a>
PPR	DN	<a href="http://www.mypoints.com">www.mypoints.com</a>
PPR	DO	<a href="http://www.247media.com">www.247media.com</a>
	DP	<a href="http://www.alladvantage.com">www.alladvantage.com</a>
	DG	<a href="http://www.beone2.com">www.beone2.com</a>
PPR	DR	<a href="http://www.coolsavings.com">www.coolsavings.com</a>

PPR	DS	www.cybergold.com
PPR	DT	www.ebates.com
PPR	DU	www.ecentives.com
PPR	DV	www.freeride.com
PPR	DW	www.klickback.com
PPR	DX	www.hotcoupons.com
PPR	DY	www.realtimemedia.com
PPR	DZ	www.webstakes.com
PPR	EA	www.catalinamarketing.com
EXAMINER	/Palani P Rathinasamy/	
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